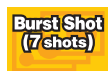


# DSC-W55/L

Cyber-shot® digital still camera

In light blue, the DSC-W55 is a stand-out choice for style-conscious start-out or step-up camera customers who appreciate real value and advanced technology. 7.2 MP imaging, Carl Zeiss® 3X Optical zoom lens and high sensitivity combine to capture clear, high-detail images even in low light -- and with up to 380-shot<sup>2</sup> Stamina® battery power, 56 MB Internal Memory capacity and large 2.5" <sup>1</sup> LCD screen, the DSC-W55 is ideal for family memories at home or on the road.

## ▲ Step-up



- 7.2 MP Super HAD™ CCD**  
 More megapixels give you more detail and definition when you make big prints or crop in tight on your subject. The advanced Sony® Super HAD™ (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- Carl Zeiss® 3X Optical Zoom Lens Design**  
 A top-quality Carl Zeiss® 3X Optical zoom lens design helps the DSC-W55 bring distant subjects closer and lets you frame shots quickly for better composition -- a real advantage for family sports, outdoor fun and travel photos.
- Large 2.5" <sup>1</sup> LCD Screen**  
 The DSC-W55 provides a large, bright LCD screen for composing shots, checking results, sharing your photos on location and reading camera setup menus even in full sunlight.
- High Sensitivity Mode**  
 With high sensitivity of ISO 1000, the DSC-W55 gives you better shots in low light so you can shoot without flash to preserve the mood -- great for birthday parties, indoor gatherings and candid portraits.
- Clear RAW™ Noise Reduction**  
 The original Sony Clear RAW™ NR (Noise Reduction) image processing technology helps suppress color noise that can accompany high-sensitivity shooting.
- 56 MB Internal Memory**  
 The DSC-W55 allows you to capture a large number of images without a flash memory card, so it's great for traveling or for quick candid snapshots.
- Memory Stick Duo™ Media Convenience**  
 The DSC-W55 also has a built-in slot for optional Memory Stick Duo™ or Memory Stick PRO Duo™ media -- the compact, high-capacity storage media that make it easy to upload photos to your computer or make lab-quality prints at home on your Sony Picture Station™ digital printer (sold separately).
- Function Guide Text/Icon Display**  
 An on-screen Function Guide text/icon display makes it easy to learn the camera functions that give you greater creative freedom to adjust photo settings.
- Versatile Color Modes**  
 The DSC-W55 gives you greater creative freedom to adjust color mode for the creative results you want -- with Natural setting for subtle colors, Rich setting for more intense colors, in addition to Monochrome and Sepia color settings.
- Convenient Photo Modes**  
 To adjust quickly for specific shooting situations, the DSC-W55 lets you choose from several convenient photo modes: Auto, P-Auto, and Scene Selections for Twilight, Twilight Portrait, Landscape, High Sensitivity, Soft Snap, Snow, and Beach environments.
- 14X Smart Zoom® Feature<sup>3</sup>**  
 The Sony Smart Zoom® feature intelligently "crops into" the central portion of interest in your photo, avoiding the image degradation of other digital zooms.
- MPEG Movie VX Fine Mode**  
 The DSC-W55 can capture VGA (640 x 480) audio/video clips at high frame rate (up to 30 frames per second<sup>4</sup>), with length limited only by the capacity of your media.
- Stamina® Battery Power**  
 Sony lets you capture up to 380 shots<sup>2</sup> with a fully charged NP-BG1 Lithium Ion battery - enough shooting capacity to cover a long weekend or a whole vacation.
- Burst Mode**  
 You can fire off four shots automatically at 7.2 MP mode or up to 64 shots at VGA Standard mode -- a great way to capture a child's first steps or a pet's best tricks.
- Picture Motion Browser Software**  
 Supplied software makes it easier to upload, organize and search photos on your PC -- and provides a convenient map view function to sort photos by location and display their origin on a world map by using an optional GPS unit.



## Specifications

### General

Megapixel: 7.2 MP  
Imaging Device: 1/2.5" Super HAD™ CCD  
Recording Media: 56MB<sup>1</sup> internal Flash  
Memory, optional Memory Stick® DUO  
Media, optional Memory Stick DUO  
PRO™ Media

### Convenience

White Balance: Automatic, Cloudy,  
Daylight, Fluorescent, Incandescent,  
Flash  
Self Timer: Yes (10 seconds, 2 seconds, Off)  
Memory Stick PRO™ Media Compatibility:  
Tested to support up to 8GB Memory  
Stick DUO PRO™ media capacity<sup>1</sup>; does  
not support Access Control security  
function.  
Still Image Mode(s): Burst, JPEG  
(Fine/Standard), Multi-Burst  
Red-Eye Reduction: Yes (On/Off all modes)  
Burst Mode: 4 Shot at 1.1 fps (7.2MP JPEG  
fine), 64 Shot VGA at 1.3 fps (JPEG std.)  
Erase/Protect: Yes/Yes  
Date/Time Stamp: No/No  
Media/Battery Indicator: Yes/Yes  
Color Mode(s): Black & White, Natural, Rich,  
Sepia

### Convenience Features

Real Imaging Processor™ Technology: Yes  
AF Illuminator Light: Yes  
PictBridge Compatible: Yes  
Multi-Pattern Measuring: Yes  
SteadyShot® Image Stabilization: N/A  
Scene Mode(s): Beach, High Sensitivity,  
Landscape, Snow, Soft Snap, Twilight,  
Twilight Portrait  
Movie Mode(s): MPEG VX Fine with Audio  
(640x480 at 30fps) (MPEG VX Fine  
requires Memory Stick DUO PRO™  
media), MPEG VX Standard with Audio  
(640x480 at 16fps), Video Mail with Audio  
(160x112 at 8fps).  
Power Save Mode: Yes (after approx. 3 min.  
of inactivity)

### Inputs and Outputs

Accessory Terminal: N/A  
Audio/Video Output(s): Yes via Multi-Use  
Connector  
USB Port(s): Yes (Supports USB 2.0<sup>5</sup>)

### Hardware

LCD: 2.5" (115K Pixels TFT LCD Screen)  
Viewfinder: Optical  
Lens Construction: 6 Elements in 5 Groups,  
3 Aspheric Elements  
Microphone/Speaker: Yes/Yes  
Lens Type: Carl Zeiss® Vario-Tessar®  
Docking Station: N/A

### Operating Conditions

Flash Effective Range: ISO Auto: 6" to 12"  
8" (0.2-3.9m) (W), ISO 1000: 6" to 23" (0.2-  
7.0m) (W)  
Flash Mode(s): Auto, Forced On, Forced Off,  
Slow Synch

### Optics/Lens

Focal Length: 6.3-18.9mm  
35mm Equivalent: 38-114 mm  
Focus: 5 Area Multi-Point AF, Center AF  
Aperture Range: f2.8-7.1 (W), f5.2-13 (T)  
Shutter Speed: 1/8-1/2000 sec. (Auto), 1-  
1/2000 sec. (Program Auto)  
Exposure Compensation: ±2.0 EV, 1/3 EV  
Step Increments  
ISO: Auto, 100, 200, 400, 800, 1000  
Filter Diameter: 30mm (with VAD-WB  
Adapter Ring)  
Smart Zoom® Technology: Up to 3.6X  
(5MP), 4.5X (3MP), 5.6X (16:9 2MP) 14X  
(VGA Resolution)<sup>4</sup>  
Digital Zoom: 0-2.0X (Precision)  
Optical Zoom: 3X  
Macro Mode: Yes  
Total Zoom: 6X  
Minimum Focus Distance: 19.7" (50 cm),  
Macro 0.74" (2 cm)

### Power

Battery Type: Lithium-Ion NP-BG1  
Battery Capacity: 3.6V, 960mAh

### Service and Warranty Information

Limited Warranty: 1 Year Parts & Labor  
Software

Supplied Software: Windows: Picture  
Motion Browser Vers 2.0 + USB Driver  
Operating System Compatibility:  
Microsoft® 2000 Professional, Me, XP  
Home and Professional; Macintosh® OS  
9.1/9.2/OS X (10.0-10.4)

### Dimensions

Weight: 4.2 oz (116 g) Body: 5.1 oz. (147 g)  
including Battery and optional Memory  
Stick® DUO Media  
Measurements: 3 1/2" x 2 1/4" x 7/8" (89 x 57  
x 23 mm)

### Supplied Accessories

NP-BG1 rechargeable battery  
BC-CSG battery charger  
A/V and USB multi-connector cables  
Wrist strap  
Software CD-ROM  
Note: No Memory Stick® DUO media or  
adaptors are included.

### Optional Accessories

Accessory Kit (ACC-CLGB)  
Rechargeable Lithium-Ion Battery (NP-  
BG1)  
Conversion Lens Adaptor Mount (VAD-WB)  
Wide Angle Conversion Lens (VCL-DH0730)  
Super Telephoto Conversion Lens (VCL-  
DH2630)  
Telephoto Conversion Lens (VCL-DH1730)  
Polarizing Kit Filter (VF-30CPKS)  
External Slave Flash w/Bracket (HVL-FSL1B)  
Genuine Leather Cases (LCS-  
TWA/TWB/TWC/TWD)  
GPS Unit Kit (GPS-CS1KA)  
Memory Stick Duo™ PRO (MSX-512S)  
Memory Stick Duo™ PRO (MSX-1GS)  
Memory Stick Duo™ PRO (MSX-2GS)  
Memory Stick Duo™ PRO (MSX-M4GS)  
Memory Stick Duo™ Adaptor (MSAC-M2)  
Memory Stick Duo™ USB Adptr (MSAC-  
US40)

Color: Blue  
UPC Code: 027242705449

1: Viewable area, measured diagonally.  
2: Actual results may vary based on product settings, usage patterns, battery and environmental  
conditions.  
3: Smart Zoom® feature will not work at highest resolution setting.  
4: Shooting at high frame rate of up to 30 frames per second requires Memory Stick PRO Duo™ media.  
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